



# WHRB

HARVARD RADIO BROADCASTING CO., Inc.  
SIXTEEN DUNSTER STREET, CAMBRIDGE 38, MASSACHUSETTS  
UNiversity 4-9550

Rate card No. 2  
Effective Jan. 15, 1954

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## GENERAL BROADCASTING ADVERTISING effective January 15, 1954

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### PROGRAM SPONSORSHIP

Length of Program	Basic Rate per Brdest.	Commercial Time (max.)*
60 minutes	\$16.00	3½ minutes
30 minutes	12.00	2½ minutes
15 minutes	9.00	2 minutes
10 minutes	7.00	1½ minutes
5 minutes	5.00	1 minute

\* In addition to sponsor identification at the beginning and end of each program.

Time charges include services of regular staff announcer and controlman. Additional charges are made when special production is involved.

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## SPOT ANNOUNCEMENTS

Length	Basic Rate
60 seconds	\$3.00
30 seconds	2.25

## TIME IDENTIFICATIONS

Time identifications, having a maximum length of 15 words, are available at \$.50 each. Minimum contract is 50 such advertisements in any 30 day period. No frequency discount is applicable.

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## FREQUENCY DISCOUNTS: Sponsorships and Spots

Number of times	Discount	Number of times	Discount
1-12 inclusive	0%	49-72 inclusive	20%
13-24 inclusive	10%	73-100 inclusive	25%
25-48 inclusive	15%	101 and up	30%

*In case of renewals:* Frequency discounts are based on the total number of contract performances during an academic year. (September through May)

No such discounts shall be retroactive.

## GENERAL INFORMATION

1. **Operating Data:** W H R B is a student-owned and operated, non-profit, commercial, broadcast station. W H R B broadcasts seven days a week from September through May, excluding examination period and school vacations.
2. **Commission and Cash Discounts:** Commission to advertising agencies recognized by the A.A.A.A. on time charges only — 15%. No cash discount.
3. **Contract requirements:** All programs and commercial copy subject to approval of the station. All programs and announcements are subject to cancellation to broadcast significant public or college events.
4. **This rate card** does not constitute an offer and is informative only.
5. **W H R B** is a member of the IVY Network.